

UV-192

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : S. Sean Moore et al.

Application No.: 09/823,588 Confirmation No.: 6830

Filed : March 30, 2001

For : SYSTEM AND METHOD FOR METADATA-LINKED

ADVERTISEMENTS

Group Art Unit : 3622

Examiner : Daniel Lastra

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

## REPLY TO FINAL OFFICE ACTION

Sir:

In reply to the final Office Action dated June 10, 2005, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this Reply.

Remarks begin on page 13 of this Reply.